

Today's Publishing

MEDIA 

**TODAY'S ANGUS ADVANTAGE | BUYAGRO.COM
SIMMENTAL COUNTRY | TODAY'S PUBLISHING**

SIMMENTAL COUNTRY - TODAY'S PUBLISHING

TODAYS Angus Advantage

Today's Angus Advantage along with the Canadian Angus Association have entered into a "Strategic Alliance" creating a unique opportunity for Canadian Angus members to benefit through added value exposure. Today's Angus Advantage is published five times a year and features two Canadian Angus Association Special Issues.

2018 marks the fourth year of the Canadian Angus Association special issues. In an effort to bring the most value to our advertisers, the Late Fall issue which was the member directory will now be the Annual Canadian Angus Association Late Fall Sale Journal and the Winter issue will continue to be the Canadian Angus Association Bull Buyers Guide. Both issues will continue to be mailed to the Complete Canadian Angus Membership and Canadian Angus Association Commercial Mailing List.

SPECIAL ISSUE ADVERTISING BOOKING DEADLINES...

Canadian Angus Association Bull Buyers Guide

Booking Deadline: Jan. 2 **Material Deadline:** Jan. 8 **Camera Ready:** Jan. 15 **Mailing:** Feb. 1

- 15,000 Copies Distributed To The Canadian Angus Members And Commercial Mailing List

REGULAR ISSUE ADVERTISING DEADLINES & EDITORIAL CALENDAR...

Spring Issue	April 10	Female Issue - 2,500 Copies Distributed
Summer Issue	July 10	Early Sale & Prospects - 2,500 Copies Distributed
Early Fall Issue	August 10	Sale & Show Issue - 2,500 Copies Distributed
Late Fall Issue	October 10	Sale & Show Issue - 2,500 Copies Distributed

SPECIAL ISSUE ADVERTISING RATES...

Full Page	\$1250.00
Half Page	\$700.00
Quarter Page	\$450.00
5 Issue Annual Card Ad	\$250.00

* 15% Discount on yearly contracts (Card Ads Exempt)

REGULAR ADVERTISING RATES...

Full Page	\$950.00
Half Page	\$550.00
Quarter Page	\$350.00
5 Issue Annual Card Ad	\$250.00

* Contract Rate 15% off (With Signed Yearly Contract)

Card Ads Exempt

YEARLY SUBSCRIPTION RATES...

Canada \$50.00
United States of America \$60.00 USD
International \$60.00 USD

For More Information Contact:

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www.TodaysAngus.com

AD SIZES...

Full Page - Trim Size 8.25"w X 10.875"h

Full Page - Live Size 7.25"w X 9.875"h

Full Page add .25" bleed on all 4 sides

1/2 Horizontal 7.25"w X 4.85"h

1/2 Vertical 3.8"w X 9.875"h

1/4 Horizontal 7.25"w X 2.40"h

1/4 Vertical 3.8"w X 4.85"h

No Bleeds on ads smaller than 1 page

MECHANICAL SPECIFICATIONS...

Paper: Cover - 100 lbs. Gloss

Inside - 80 lbs. Gloss

Inks: Process colors - CMYK

Binding: Perfect Bound





For More Information Contact:

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www.BuyAgro.com

BuyAgro.com is the all breeds website dedicated to keeping breeders in touch and up-to-date with the cattle industry. It is the best place to showcase your different programs, products, activities and sale catalogues. BuyAgro.com is a full service company dedicated to creating user friendly websites that reinforce branding, increase site traffic and strengthen customer loyalty. We create attractive, professional website designs that are quick downloading and easy to use for your web site visitors.

WEB SITE PACKAGE...

The fee is annual with absolutely no hidden or add-on costs. Your page space is unlimited. It includes putting your sale catalogues online on www.BuyAgro.com at no charge. You can put as much information on your site as you like, allowing your customers to get the full picture. The only suggestion we have is that we would like it updated at least two or three times a year. No charge for updates, so it is in your benefit to update at least seasonally.

Complete Custom Website Cost - \$1,500.00 Per Year

CATALOGUE ONLINE ONLY...

Cost: \$600.00 Per Catalogue

LINK AN EXISTING SITE TO BUYAGRO.COM...

Cost: \$600.00 Per Year

E-BLASTS...

- ~ increasing your customer base.
- ~ promoting your image and breeding programs.
- ~ providing information about your program to potential customers.

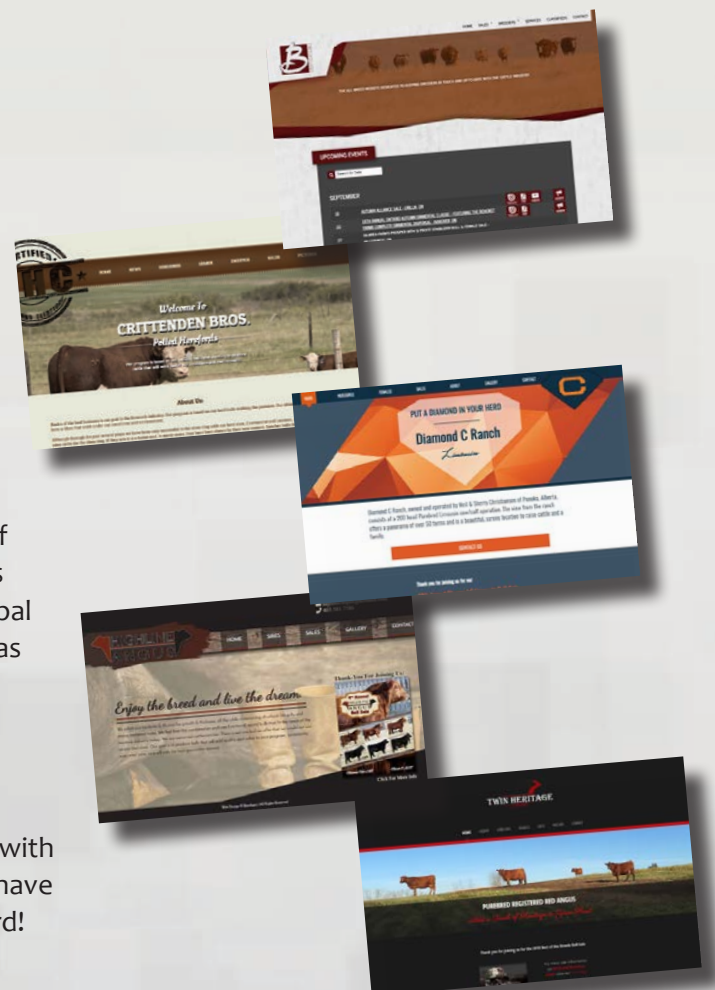
An industry term used in email marketing to describe the act of “blasting” a message out to a group of hundreds or thousands of people simultaneously, similar to the act of “blasting” a verbal message out with a loud speaker. We have an e-mail list that has over 6000 qualified cattle producers!

Cost: \$400.00 Per E-Blast

SOCIAL MEDIA RE-POST/SHARE...

We make a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms. We have over 2000 likes on Facebook! A modern way to spread the word!

Cost: \$150.00 Per Post



Canadian SIMMENTAL Country

Canadian Simmental Country Magazine is the official publication of the Canadian Simmental Association. The magazine is circulated seven times per year, with two Commercial Country issues mailed to subscribers and commercial bull buyers. Canadian Simmental Country is solely owned by the Canadian Simmental Association and proudly produced by Today's Publishing Ltd.

SIMMENTAL COUNTRY DEADLINES...

February Issue	January 1	"Herd Sire" Issue
March/April/May Issue	April 1	"Spring" Issue
Summer Issue	July 1	"Herd Book" Issue
October/November Issue	September 15	"Fall" Issue
December Issue	November 1	"Winter" Issue

COMMERCIAL COUNTRY DEADLINES...

January Issue	December 1
September Issue	August 1

ADVERTISING RATES...

SIMMENTAL COUNTRY...

Full Page Full Color	\$1,050.00
Half Page Full Color	\$600.00
Quarter Page Full Color	\$400.00
Business Card Ad	\$400.00

(7 issues)

COMMERCIAL COUNTRY...

Full Page	\$1,300.00
Half Page Color	\$950.00
Quarter Page	\$650.00

AD SIZES...

SIMMENTAL COUNTRY...

Full Page - Trim Size 8.25" w X 10.875" h
 Full Page - Live Size 7.25" w X 9.875" h
 Full Page add .25" bleed on all 4 sides
 1/2 Horizontal 7.25" w X 4.85" h
 1/2 Vertical 3.8" w X 9.875" h
 1/4 Horizontal 7.25" w X 2.40" h
 1/4 Vertical 3.8" w X 4.85" h
 No Bleeds on ads smaller than 1 page

COMMERCIAL COUNTRY...

Full Page - 9.25" w X 12.25" h
 Half Page Vertical Size - 4.0" w X 11.25" h
 Half Page Horizontal Size - 8.25" w X 5.25" h
 Quarter Page Vertical Size - 4.0" w X 11.25" h
 Quarter Page Horizontal Size - 4.0" w X 5.25" h
 Full Page add .25" bleed on all 4 sides

For More Information Contact:

Programs Coordinator
Sue Giles 403.793.0409
 sgiles@simmental.com

General Manager

Bruce Holmquist 639.314.4613
 bholmquist@simmental.com

www.simmentalcountry.com

SIMMENTAL COUNTRY CONTRACT OPTIONS...

7 Issue Full Page Contract

Ads will run in 7 consecutive issues (5 Simmental Country and 2 Commercial Country) Included in a 7 Issue Full Page Contract is:

- Ads will run in 5 issues of the Simmental Country within a one year period of signing
- Ads will run in 2 issues of the Commercial Country within a one year period of signing
- One additional page in a Simmental Country issue and one additional page in a Commercial Country issue
- One annual subscription free of charge
- Sale attendance by a Simmental Country representative
- Your business card in the business card section of both magazines for one year free of charge

4 Issue Full Page Contract

Ads will run in any 4 issues (Simmental Country or Commercial Country) within a one year period of signing. Included in a 4 Issue Full Page Contract is:

- Ads will run in any 4 separate issue of Simmental or Commercial Country within a one year period of signing
- One additional page in a Simmental country issue
- One annual subscription free of charge
- Sale attendance by a Simmental Country representative
- Your business card in the business card section of both magazines for one year free of charge

7 Issue Half Page Contract

Ads will run in 7 consecutive issues (5 Simmental Country and 2 Commercial Country) Included in a 7 Issue Half Page Contract is:

- Ads will run in 5 issues of the Simmental Country within a one year period of signing
- Ads will run in 2 issues of the Commercial Country within a one year period of signing
- One annual subscription free of charge
- Sale attendance by a Simmental Country representative

Yearly Business Card Contract

\$400.00 for your business card to appear in our Business Card Section of both magazines for all 7 issues over a one year period. Included in this contract is an annual subscription to the magazine.

****Minimum of 2 one-page, full-color advertisements annually required for sale attendance by a Simmental Country Representative.**



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www.TodaysPublishing.ca

At Today's Publishing, we combine all facets of visual livestock marketing. Designed to be a one-stop promotional center, we will give your breeding establishment a professional image in the livestock industry.

Advertising design, brochures and sale catalogues printed and online... you can be assured your customers will view your program in the best possible fashion.

Market share is the key factor to the success of your breeding program. All custom work is done on a quote basis.

CATALOGUES...



STALL CARDS...



CUSTOM ADS...



POSTERS...



BROCHURES & POSTCARDS...



The Total Package

Our exciting "Total Package" allows you to combine the strength and circulation of three breed leading publications in one easy and convenient package. This allows you to get your message out to qualified buyers who use your products - Ranchers (Purebred & Commercial), Feedlots, Auction Markets and Agribusinesses.

For More Information:

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